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Spotlight

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ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

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SECRETARY FREEMAN PRESENTS EXPORT "E" FLAG AWARDS TO 9 U. S. FIRMS. The President's "E" Flag Award for ingenuity and effort in expansion of exports was presented to 9 U. S. agricultural export firms and associations by Secretary of Agriculture Orville L. Freeman at ceremonies in the Department July 30.

Companies or organizations who received "E" Flag Awards for agricultural export accomplishment were: Agricultural Co. of Pan America, Inc., Guilford, Conn.; Cannery League of Calif., San Francisco, Calif.; Florida Citrus Commission, Lakeland, Fla.; Florida Citrus Exchange, Tampa, Fla.; Florida Citrus Mutual, Lakeland, Fla.; Rockingham Poultry Marketing Cooperative, Inc., Broadway, Va.; Wallace Chicks, Inc., St. Petersburg, Fla.; John W. Eshelman & Sons, Lancaster, Penn.; Vacu-Dry Co., Oakland, Calif. Officials of the firms and representatives of U.S. business and government attended.

"E" Flag Awards, similar to those made for outstanding production effort in World War II, were made under a program announced by the President Dec. 5, 1961 to encourage expansion of U. S. exports to improve the nation's balance of payments situation and further its international responsibilities for preservation of freedom. (See E.O. 10978 and Spotlight VI, No. 3, March 7, 1962).

The U. S. Departments of Commerce and Agriculture and other government agencies are cooperating in receiving nominations for, and determining winners of the Awards.

600,000 SEE TEL AVIV SHOW. When the month-long Near East International Fair in Tel Aviv ended in early July one of every three persons in Israel had seen demonstrations at the U. S. pavilion. U. S. agricultural products featured were soybeans, peas, lentils, beans, and rice. Frozen TV dinners were also used extensively at receptions and other affairs in a special patio which occupied a section of the 5,000 square-foot U. S. exhibit.

Most of the 600,000 persons who visited the U. S. exhibit got a chance to see a table set with Presidential silverware borrowed from the White House specifically for the Tel Aviv Fair. But more important, at least as far as future U. S. trade is concerned, were several receptions and other special promotion events in the patio where soybean, rice, pea, bean and lentil representatives made contacts with the local trade.

In addition to several commodity functions, the patio was used for an Embassy ladies party, Pavilion Directors Day, Ministry of Agriculture Day, a home economics extension party, and other special events. Israeli Prime Minister Ben Gurion, President Ben Zvi, and U. S. Ambassador Barbour visited the fair and much favorable publicity resulted.

EXIMBANK GRANTS COTTON LOAN TO JAPANESE. Officials of the Export-Import Bank of Washington and the Bank of Tokyo signed a loan agreement on July 19, 1962, through which the Eximbank would furnish 60 million dollars for the purchase of U. S. raw cotton by Japan.

This loan, which will become available to Japanese users of U. S. cotton beginning August 1, 1962, will finance the sale of approximately 429,000 bales of U. S. cotton during the 1962-63 marketing season. In what has become an annual transaction, the 1962 cotton credit to Japan is the 15th approved by the Eximbank. Prior to the 1962 credit, over 4 million bales were exported to Japan from the U. S. through Eximbank financing amounting to nearly 720 million dollars. Japan is our largest cotton customer, purchasing annually 1 - 1-1/2 million bales.

SOYBEAN COUNCIL HOLDS U. S. CONFERENCE. Country Directors, key staff of the International Operations Office and United States officials of the Soybean Council participated in a staff training conference in the United States. June 4 - 20. The first session was held in Peoria, Illinois with emphasis on new development in soybean products, processing technology, related research as presented by industry technicians and the ARS Regional Laboratory. The second session in Waterloo, Iowa was concerned with policy, procedure, program techniques, systematic review of problems and progress, and emphasis on oil exports. Special emphasis was placed on operations planning in consultation with Attaches, and evaluation of program.

FAS was represented by Jim Howard and Val Hougen. Country Directors were in attendance from Belgium, Colombia, Denmark, Egypt, France, Germany, India, Italy, Pakistan, Peru, Spain, Turkey and United Kingdom.

TOAST-BREAD CONTEST WINNERS' VISIT TO UNITED STATES. Great Plains Wheat, Inc., was host June 28 to July 20 to Dr. and Mrs. Walter Facius of Hamburg, Germany, who had won the grand prize awarded in a contest conducted by the organization at the Hamburg Fair last November as part of a promotion of "Toast-Bread."

The German couple visited USDA officials in Washington and viewed wheat production and storage operations in Kansas, Nebraska and Colorado. They were guests in the homes of several Great Plains wheat growers. On July 20 they departed from Chicago for Hamburg aboard a merchant ship carrying U. S. wheat to Europe.

Dr. Facius is publisher of Fono Forum, a prominent music magazine in Hamburg. Mrs. Facius is also a writer, and together they plan to write a series of articles on U. S. wheat and its uses.

FOREIGN REGIONAL AND COUNTRY OFFICES OF COOPERATORS. Attached is a supplemental list of the representatives and their addresses for the associations or related groups that are cooperating with FAS market development under P.L. 480.

If you know of any changes or additions to this list kindly advise the Editor, Spotlight FAS/W.

MOBILE FEED EXHIBIT MOVING IN GERMANY. Six showings of the FAS mobile feed exhibit are being held in Germany this summer in cooperation with the Feed Grain and Soybean Councils.

As in the past, the exhibit consists of three parts. The first is a central group of three expandable trailers used to depict the animal nutrition aspects of barley, corn, grain sorghum and soybean products. The second part is an expandable trailer with an attached tent theater used for the Telemation show -- a series of slides with narration shown simultaneously by rear projection on three large screens. The third part is "The Champ," an animated replica of a giant U. S. beef animal through which the public can walk and observe the functioning of the internal organs.

This is the fourth year the exhibit has operated. It has been viewed by over 4 million people in Italy, Spain, Denmark, Austria and Switzerland.

LOGISTICS OF COTTON PROMOTION. The Cotton Council International office in Italy has found that it takes more than promotional ideas to carry out a Cotton Week. It also takes tons of material, well-planned distribution -- and plenty of manual labor -- to stage these promotions in 16 Italian cities. As the warm weather moves north from Messina to Milan, thousands of letters have to be mailed to inform retailers of the event and to offer them sales tools. When the replies come back from stores which want to take part, employees assemble kits of posters, counter cards, window decoration guides and price cards. Then cartons of kits containing 660,000 different pieces of material for campaigns must be shipped to the 16 cities taking part.

FEED GRAINS COUNCIL HOLDS WORLD STAFF CONFERENCE. The U. S. Feed Grains Council held its first world staff conference in its Rome Office during the week of June 11-15. The primary purposes of the conference were to unify methods of operations and plan the next year's programs.

The Council's grain marketing specialist, H. E. (Mike) Sanford, presented a thorough evaluation of grain importers' complaints, a copy of which has been forwarded for your information by our Grain and Feed Division. The importance of communication in market promotion occupied the attention of the participants also.

In addition to the delegation from the U. S., country representatives of the Council were present from Colombia, Italy, Japan, Netherlands and the United Kingdom. This was followed the week of July 23 by the annual meeting of the Council's Board of Directors in Washington which several FAS/W people attended and which was addressed by the Administrator Ray Ioanes.

DRIED FRUIT PROJECT INITIATED WITH JAPAN. An agreement has been made with the Dried Fruit Association of California under which a Japanese technician will be brought to the United States to observe and the harvesting and packing operations of certain dried fruits.

It is anticipated that this project will help develop and regain markets for U. S. dried fruit in Japan which have recently been handicapped by misunderstandings concerning use of sulphur dioxide as a preservative.

SOYBEAN COUNCIL ASSIGNS ADDITIONAL PERSONNEL IN EUROPE.

Dr. John Dahl, Associate Professor, Agricultural Economics, University of Minnesota, is employed by the Soybean Council with headquarters in Brussels to evaluate and keep the U. S. industry informed of Common Market developments as they may affect U. S. trade in oilseeds and oilseed products. He will keep in close touch with industry representatives in Common Market countries to foster mutual interests in international trade in these commodities.

Meanwhile, the International Operations Office of the Soybean Council in Rome has employed Frank McWalter as manager of the Educational Materials and Information Division. McWalter had had many years of public relations experience with U. S. military forces in the Pentagon and in NATO headquarters in Europe. This Division will assist Country Directors by providing technical know-how for display materials, organization of seminars and conferences with foreign industry, mass consumer promotion activities, publications, film production and public relations.

BRITISH FOOD FAIR EXHIBIT OPENS AUGUST 28. The second in a series of four FAS "test-selling" exhibits will take place at the British Food Fair in London August 28-September 12.

As at Manchester earlier in the year, more than 100 U. S. food manufacturers will have their products for sale on the shelves of a "Grocceteria," a name applied to a 5,000 square ft. sales area resembling miniature U. S. supermarket. Here the thousands of British visitors will be able to choose from about 800 different items and purchase the products of their choice.

There will also be demonstration kitchens supervised by government and industry personnel where U. S. poultry, rice, chocolate milk, soybeans, lard, fruit and honey will be demonstrated, sampled and in some cases sold to the British investors.

SWISS FOODS, AMERICAN STYLE. A State Department gourmet who has been featuring Swiss dehydrated soups in his Washington home reports his amazement and amusement recently when he visited a vegetable dehydrating plant in California and saw most of the contents of the soup being processed for shipment to Switzerland. That plant is doing a substantial export business in such vegetables as carrots, spinach and peppers.

U. S. READING PUBLIC TOLD OF FARM EXPORTS. A major U. S. grain export firm currently is placing full-page advertisements in U. S. magazines calling attention to the significance of farm exports by our country. In one advertisement, below the picture of the wake of a departing merchantman, the importance of Western Europe as a cash market is told. In another, Japan's current large cash purchases of U. S. soybeans, feed grains and wheat are cited as an example of a country's progress from an earlier stage where food imports were assisted by U. S. government programs. Greece, Italy, Spain and other countries could have been used also as examples of U. S. -financed exports giving way to hard cash purchases, especially when assisted by market development programs.

SURVEY TO DETERMINE PRODUCTION AND CONSUMPTION TRENDS IN MEXICO. The Economic Research Service, the Ministry of Agriculture and Livestock of the United Mexican States and the Bank of Mexico, S. A. have agreed to undertake a cooperative program of economic research to determine the production and consumption trends of agricultural products in Mexico and to project the import demand and the export supply of such products in 1965, 1970 and 1975.

The study is expected to furnish basic information to guide future foreign market development. It should disclose which products will have a greater demand in the foreign market and which will be available for export. It will involve investigation in Mexico of the long-term supply of and demand for (a) wheat and corn; (b) cotton; (c) beans and chickpeas; (d) tomatoes, apples, pears, grapes, limes and oranges; (e) coffee, sugar, cacao, and tobacco; (f) meat (including poultry), lard, tallow, eggs, and dairy products.

DOUGHNUTS SELL WELL IN JAPANESE BALL PARKS, reports the concessionaire who sells refreshments at three Tokyo parks. This man, who is helping introduce doughnuts into Japan, was recently in the United States as a guest of Western Wheat. He studied concession operations at the Chicago White Sox ball park.

STOCKTON, CALIFORNIA PORT AUTHORITY SPONSORS WORLD TRADE SEMINAR. The role which U. S. port authorities can play in promoting exports was illustrated in a recent meeting sponsored by the Port Authority of Stockton, California. The meeting was attended by some 80 businessmen, primarily manufacturers, bankers and agricultural processors interested in learning more about the export business. Jim Howard represented FAS. AID, Commerce and Small Business Administration were also represented. Stockton, though 40 miles inland on the San Joaquin River, handles large quantities of our agricultural exports, much of which wind up in U. K. and European markets.

STORE DEMONSTRATIONS EFFECTIVE IN TOKYO. Promotional demonstrations in stores influence the buyer at the time and place where purchases can be made. Western Wheat is using this technique effectively in Japan to promote doughnuts and waffles. Fifteen demonstration stands in Tokyo department stores and recreational and sport grounds recently were viewed by more than 240,000 Tokyo residents. Samples were served and information leaflets explaining pre-mix wheat flour products were handed out. Spot sales were reported very active.

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FOREIGN REGIONAL AND COUNTRY OFFICES OF TRADE ASSOCIATIONS
OR RELATED GROUPS COOPERATING WITH FAS UNDER

P. L. 480

SECTION 104(a) MARKET DEVELOPMENT PROGRAMS

SUPPLEMENT AS OF JULY 12, 1962

<u>Country</u>	<u>Person in Charge and Address</u>
<u>Grain & Feed:</u>	
Italy	<u>GREAT PLAINS WHEAT, INC.</u> Chas. R. Enlow East Africa Area Representative Via XX, Setterembre 5 Rome, Italy Murl E. Williams West Africa Area Representative Via XX, Setterembre 5 Rome, Italy
Pakistan	Kazi M. Sakhawatullah, Ass't. Director East Pakistan Zirat Chambers 31 Jinnah Avenue Rumma - Dacca 2, E. Pakistan
	<u>U. S. RICE EXPORT DEVELOPMENT ASSOCIATION, INC.</u>
Belgium	Miss Nan Bruneel, Representative 223 Avenue Louise Brussels 5, Belgium
England	Miss Ann Smith, Representative 16-18 Linden Gardens London W-2, England
Netherlands	Miss Marie Lems Coolsingel 6 Rotterdam 1, Netherlands
Denmark	Miss Inger Mortensen, Representative 4 Hovedvagtsgade Copenhagen K, Denmark

